

Message Text

UNCLASSIFIED

PAGE 01 BONN 14168 031632Z
ACTION EUR-12

INFO OCT-01 EB-08 ISO-00 /021 W
-----076779 040655Z /21

R 031626Z AUG 78
FM AMEMBASSY BONN
TO USDOC WASHDC
INFO SECSTATE WASHDC 0829
AMCONSUL FRANKFURT
AMCONSUL HAMBURG

UNCLAS BONN 14168

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: ADS REQUEST - SMALL WORLD GREETINGS, INC.
EL SEGUNDO, CALIF.

AMCONSUL HAMBURG COMMENT:
MRS. JESSEN, ECON/COMMERCIAL SECTION, VISITED THE
FORSTER-VERLAG RE THIS ADS. FORSTER-VERLAG HAS ALREADY
BOUGHT CARDS FROM SUBJECT FIRM AT NEW YORK FAIR (OUT OF
A NEWER CATALOG THAN THE ONE SHE BROUGHT ALONG). THE
FIRM IS ONLY INTERESTED IN BUYING FILMS, AND THEN TO
REPRODUCE AND PRINT THE CARDS IN GERMANY. (A) IT IS
CHEAPER, (B) THE FORMAT IS DIFFERENT. THEY WOULD LIKE
TO USE THE PICTURES FOR OTHER THINGS THAN ONLY POSTCARDS.
FORSTER-VERLAG IS INTERESTED IN THE EXCLUSIVE SALES
RIGHTS IN EUROPE, INCLUDING GREAT BRITAIN.
THE ADDRESS IS:
FORSTER-VERLAG
ESSELTE G.M.B.H.
NEDDERFELD 98
D-2000 HAMBURG 54
CONTACT: MR. MARTIN
PHONE: 040 - 47111
TELEX: 211 259
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PAGE 02 BONN 14168 031632Z

AMCONSUL FRANKFURT COMMENT:
DESPITE EXTENSIVE CANVASSING POST HAS NOT BEEN ABLE TO
FIND A DISTRIBUTOR FOR THIS ADS. THE FOLLOWING POINTS
OF OBJECTIONS WERE RAISED:
ONLY SELECTED ITEMS CORRESPOND TO THE TASTE OF THE
AVERAGE GERMAN CONSUMER WHICH IS RATHER CONVENTIONAL.

PRICES ARE CONSIDERED TOO HIGH, ESP. IN VIEW OF THE FACT
THAT THE CARDS HAVE NO HANGERS.
LACK OF INFORMATION ON QUALITY OF GREETING CARDS, EN-
VELOPES, PACKAGING.
THE SUGGESTION WAS MADE THAT THE US COMPANY'S SALES
MANAGER VISIT THE FRANKFURT FALL FAIR TAKING PLACE FROM
AUG. 27 - 30, WHICH WOULD OFFER THE UNIQUE POSSIBILITY
TO STUDY COMPETITIVE PRODUCTS FROM ALL OVER THE WORLD,
MAINLY EUROPE, PRICING POLICIES, ETC. AND AT
THE SAME TIME INVESTIGATE POSSIBILITIES OF COOPERATION
WITH GERMAN AND OTHER EUROPEAN DISTRIBUTORS.

APPROVING OFFICER: GUSTAF COONTZ, COMMERCIAL COUNSELOR
MEEHAN

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 03 aug 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BONN14168
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
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Executive Order: N/A
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Expiration:
Film Number: D780320-0834
Format: TEL
From: BONN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780899/aaaadfkg.tel
Line Count: 76
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Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: b304366a-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
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Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
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Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1840774
Secure: OPEN
Status: NATIVE
Subject: ADS REQUEST - SMALL WORLD GREETINGS, INC. EL SEGUNDO, CALIF. AMCONSUL HAMBURG COMMENT
TAGS: BEXP, GE
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/b304366a-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
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Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014